

K-1



CITY OF LODI COUNCIL COMMUNICATION

AGENDA TITLE: Receive the 2007 Lodi Citizen Survey

MEETING DATE: August 15, 2007

PREPARED BY: City Manager

RECOMMENDED ACTION: Receive the results of the 2007 Lodi Citizen Survey.

BACKGROUND INFORMATION: On July 31, 2007, at the Tuesday Shirtsleeve Meeting, Dr. Thomas Miller, President of the National Research Center, presented the results of the 2007 Lodi Citizen Survey. Dr. Miller explained how the survey was conducted and offered its results. The City Council was told at that time that it would be asked to formally accept the results at the August 15, 2007 City Council meeting. This is a second opportunity to discuss the survey, and as the survey points out, 32% of Lodi's population watches the Council meetings on television.

In February 2007, the City Council authorized the City Manager to conduct a survey to measure satisfaction levels with City services via the National Citizen Survey Program offered by the National Research Center in Boulder, Colorado. Citizen surveys are an important indicator of government performance, a key tool to judge whether the City is accomplishing its mission successfully. The cost of the survey was very competitive, (total costs in the range of \$13,000), less than the 2004 survey that cost \$25,700, and the current General Plan survey that also costs in the neighborhood of \$25,000.

The survey used sampling techniques and is considered a scientifically valid survey. It was mailed to approximately 1,200 residents selected at random with 336 surveys being completed and returned. The margin of error was within +/- 5%. The survey results were weighted by tenure, ethnicity and gender/age to represent the community based upon the 2000 census.

The Council has been provided with a (1) summary report, (2) the full survey results, (3) cross-tabulation of the results based upon how long the respondent lived in Lodi, income, age, and gender, and (4) comparison of the survey with a data bank of other cities that asked the same question and the results of the previously administered surveys.

APPROVED:

A handwritten signature in blue ink, appearing to read "Blair King", written over a horizontal line.

Blair King, City Manager

Generally, the City's core services scored well. However, there is always room for improvement. On a 100-point scale, the following results were reported:

Receive value for taxes paid	59
Pleased with the overall direction the City is taking	56
Lodi welcomes citizen involvement	62
The City government listens to citizens	50
Quality of police services	62
Quality of fire services	79
Quality of ambulance/emergency medical services	70
Quality of crime prevention	46
Quality of fire prevention and education	62
Quality of traffic enforcement	59
Quality of street repair	46
Quality of street cleaning	54
Street lighting	57
Sidewalk maintenance	44
Bus/Transit Services	59
Appearance of parks	66
Appearance of Hutchins Street Square	76
Quality of services at Hutchins Street Square	69
Appearance of Lodi Lake	66
Public Library services	68
Recreation programs or classes	53
Range/variety of recreation programs or classes	48
Quality of water services	53
Quality of sewer services	60
Quality of garbage collection	69


Residents thought that travel is easy in Lodi.

Residents also feel that Lodi provides a higher quality of service than the State or federal government.

Residents want more affordable quality housing, feel that population growth is too rapid, and jobs growth is too slow.

The survey is dense with information that will require time to analyze and digest. To make the most out of the survey results, the Council has appointed Councilmember Hitchcock, and the Budget and Finance Committee has appointed John Johnson, to work with staff to review the survey, explore the meaning of results, and make recommendations for action to the City Manager.

FISCAL: The survey cost approximately \$13,000.



Blair King, City Manager



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2007 Lodi Citizen Survey

Presented: August 15, 2007



Study Methods:

- Mailed survey to approximately 1,200 residents
 - 336 households returned the survey
 - 30% response rate
- Margin of error
 - +/- 5% for any given percentage point
 - +/- 3 for any given average rating
- Survey results were weighted by tenure, ethnicity and gender/age to better represent the community



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Characteristics of Residents

Survey Sample:

- 25% lived in Lodi 5 years or less; 42% over 20 years
- Median household income in 2000 about \$39,500
- 30% over 55 years old
- 20% attended public meeting
- 32% watched on T.V.



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Use of Services or Facilities in the last 12 months

	Never	Once or twice	3-12 X's	13-26 X's	> 25 times
Library	30%	27%	29%	7%	6%
Visited a neighborhood park	8%	23%	42%	15%	11%
Attended an event at Hutchins SS	49%	34%	15%	1%	0%
Ride a bus in Lodi	76%	10%	7%	3%	4%
Participated in a recreation program	53%	20%	18%	5%	3%



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Core Services Results

Quality of police services	62
Quality of fire services	79
Quality of ambulance/EMS	70
Quality of crime prevention	46
Quality of fire prevention and education	62
Quality of traffic enforcement	59
Quality of street repair	46



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Core Services Results

Quality of street cleaning	54
Street lighting	57
Sidewalk maintenance	44
Bus/Transit Services	59
Appearance of parks	66
Appearance of Hutchins Street Square	76
Quality of services at Hutchins SS	69



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Core Services Results

Appearance of Lodi Lake	66
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Core Services Results

Traffic signal timing	47
Land use, planning & zoning	43
Amount of public parking	41
Code Enforcement	47
Animal Control	58
Quality of service to seniors	53
Quality of service to youth	35



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Results

Residents thought that travel
is easy in Lodi



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Results

Residents want more affordable quality housing, feel that population growth is too rapid, and jobs growth is too slow



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Value

Residents also feel that Lodi provides a higher quality of service than the State or federal government



Value

Receive value for taxes paid 59

Pleased with the overall
direction the City is taking 56

Lodi welcomes citizen
involvement 62

The City government listens to
citizens 50



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What Lodi Wants:

	1-3	4-7	8-10	
	Low	Med	High	High/Low Ratio
Economic Development	6%	27%	67%	11.2
Affordable Housing	16%	26%	59%	3.7
Senior Facilities	11%	50%	40%	3.6
Traffic Circulation	14%	43%	43%	3.1
Library	17%	43%	40%	2.4
Parks/Comm. Centers	17%	44%	39%	2.3
Grape Bowl	20%	42%	37%	1.9
Animal Shelter	21%	46%	33%	1.6
Aquatic Center	29%	38%	34%	1.2
Indoor Sports Center	31%	31%	38%	1.2



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To what extent do you support or oppose a measure to increase sales tax by a quarter cent to fund increased police and fire services?

Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
24%	28%	20%	21%	7%



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To what extent do you support or oppose a greenbelt from Interstate 5 to Highway 99 separating Lodi from Stockton?

Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
60%	16%	9%	4%	11%